



Yahoo! Decks The Halls With Instant Win Holiday Promotion

Yahoo! Offers Online Holiday Shoppers a Chance to Win One Million Dollar Prize

SANTA CLARA, Calif. -- Dec. 9, 1998 -- Looking for an easier way to do your holiday shopping this year? Want to win instant prizes? Yahoo! Inc. (NASDAQ: YHOO) today announced a new and improved way to shop this holiday season. Beginning today and running through December 22, Yahoo!'s 1998 Holiday Extravaganza Promotion offers users easy access to a host of online merchants and several chances to win big prizes. While selecting gifts for everyone on one's holiday list, shoppers also have the opportunity to win gifts for themselves, ranging from cameras and CDs to holiday desserts and toys.

Yahoo!'s 1998 Holiday Extravaganza (<http://www.yahoo.com/promotions/holiday98/bin/all>) features some of the most prominent names in online shopping, including CDnow, Digital Chef, eToys and garden.com. Users can choose from a fantastic assortment of gifts that are sure to satisfy everyone on their holiday gift list. Having trouble finding the perfect gift for that hard-to-please person? By entering some specific criteria about the gift recipient, the Holiday Concierge will provide users with a list of gift recommendations which can be purchased right away. Or, if an individual sees items they hope to receive under the tree this year, an electronic wish list can be then sent via email to family and friends. A wide range of gifts are available through sixteen participating merchants, including Shop4.com, pczone.com, Catalog City, Hoyle Games from Sierra Attractions, J&R, Toys "R" Us, Corbis, 800.com, Shabang.net, Panasonic, Holt Educational Outlet, and GreatFood.com.

Win One Million Dollars

Online shoppers will also have the opportunity to instantly win. To play, users need only to visit and shop at any one of the participating online merchants. Once a purchase is made, an online scratch-off game card is provided, and just a few clicks of the mouse will possibly reveal a prize. These winners will then advance to the bonus round where they are eligible to win \$50,000, \$100,000, or \$1,000,000 in cash. Although a purchase is not required to win, there is no limit to the number of purchases a customer can make, so there is no limit to the number of chances to win the cash prizes. Technology for the instant win portion of the promotion is provided by RealTIME Media.

"This interactive promotion gives Yahoo!'s users the chance to win something for themselves, as well as get their shopping done in a hassle free and timely fashion," said Bill Miltenberger, sales promotion manager at Yahoo!, a leading global Internet media company. "We have brought together a variety of high-quality online merchants to offer our users a broad selection of merchandise, further simplifying the process of holiday shopping for consumers. Whoever is on your list, chances are you can find something for them in the Holiday Extravaganza and have fun while doing so."

Additionally, a visit to the 1998 Holiday Promotion allows users to send electronic holiday greeting cards, provided by Bay Area Gold, and play interactive games, such as Bright Lights and Build the Better Snowman. The Holiday Promotion is accessible through the participating sponsors' banners on the Yahoo! front page (www.yahoo.com) and is also integrated into Yahoo!'s Holiday Guide (http://headlines.yahoo.com/Full_Coverage/Entertainment/Holiday_Guide/).

About Yahoo!

Yahoo! Inc. is a global Internet media company that offers a branded network of comprehensive information, communication and shopping services to millions of users daily. As the first online navigational guide to the Web, www.yahoo.com is the single largest guide in terms of traffic, advertising, household and business user reach, and is one of the most recognized brands associated with the Internet. The company has 15 international Web properties outside the United States. Yahoo! has offices in Europe, the Asia Pacific and Canada and is headquartered in Santa Clara, Calif.

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